

Texas Veterans Voice

FALL 2010

A PUBLICATION OF THE TEXAS VETERANS LAND BOARD ☆ JERRY PATTERSON, CHAIRMAN



GENERAL INFORMATION

1-800-252-VETS (8387)
512-463-5060

VETERANS HOMES

Ussery-Roan

Texas State Veterans Home
Amarillo, Texas
806-322-VETS (8387)

Lamun-Lusk-Sanchez

Texas State Veterans Home
Big Spring, Texas
432-268-VETS (8387)

Clyde W. Cosper

Texas State Veterans Home
Bonham, Texas
903-640-VETS (8387)

Ambrosio Guillen

Texas State Veterans Home
El Paso, Texas
915-751-0967

Frank M. Tejeda

Texas State Veterans Home
Floresville, Texas
830-216-9456

Alfredo Gonzalez

Texas State Veterans Home
McAllen, Texas
956-682-4224

William R. Courtney

Texas State Veterans Home
Temple, Texas
254-791-8280

Tyler Texas State Veterans Home
Opening Fall, 2011

VETERANS CEMETERIES

Central Texas

State Veterans Cemetery
Killeen, Texas
254-616-1770

Rio Grande Valley

State Veterans Cemetery
Mission, Texas
956-583-7227

Texas State Veterans Cemetery

at Abilene
Abilene, Texas
325-673-4446

Coastal Bend Texas State Veterans Cemetery
Opening early 2012

One-of-a-kind long-term care facility in Smith County

Work Begins on Veterans Home in Tyler

A cheering crowd of veterans and local and state leaders joined Texas Land Commissioner Jerry Patterson on May 19 to break ground for a new, cutting-edge, long-term care facility for Texas veterans in Tyler. The new home is expected to open to residents in the fall of 2011 and will be the eighth Texas State Veterans Home built in Texas since Patterson authored the legislation creating the program in 1997.



Preliminary sketch of the future Texas State Veterans Home in Tyler.

"This new type of veterans home embodies a revolutionary approach to long-term care that will continue our tradition of providing the best care anywhere for Texas veterans," Patterson said. "The VLB has already built seven of the finest long-term care facilities in Texas, but this home will be a cut above." Adding their remarks were Smith County Judge Joel Baker, Tyler Mayor Barbara Bass, State Representatives Tommy Merritt and Leo Berman, Dr. Kirk Calhoun, President of the University of Texas Health Science Center, and Bill McLemore, congressional liaison for the VA's Heart of Texas Health Care Network.

The newest Texas State Veterans Home will be built on 20 acres donated by the University of Texas Health Science Center at Tyler. The land is north of the Center, along the west side of Highway 155, just south of County Road 334, at

11473 Honor Lane. "Our campus is very excited to work with the Texas Veterans Land Board in bringing this advanced facility to Texas," said

Dr. Kirk Calhoun, President of the University of Texas Health Science Center at Tyler. "This facility will complement our rural geriatric and community health activities in this region of the state."

Built near the grounds of Camp Fannin, a former U.S. Army World War II training facility and P.O.W. camp, the home may be close to the site where many veterans from the Greatest Generation began their service. A

historical overview of Camp Fannin appears later in this issue.

The home will provide low-cost, high-quality services for area veterans who need long-term nursing care. The home will be the first of its kind in Texas, offering family-style living in a

See Work Begins on Veterans Home in Tyler, Page 5

"If this sounds like the Cadillac of long-term care, it's because that's exactly what it will be. Texas veterans deserve nothing less than the best we can provide."

—Jerry Patterson

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A Message from the Chairman

BY VETERANS LAND BOARD CHAIRMAN JERRY PATTERSON

Fellow Veterans:

Another superb veterans cemetery began construction with the July 23 groundbreaking of the Coastal Bend State Veterans Cemetery in Nueces County. More than 50,000 Texas veterans call the Coastal Bend area home, and it's a privilege to bring them a dignified place of rest.

Among the 54-acre cemetery's features will be a covered, open-air structure for committal services; a visitors center; a computer system for locating specific graves or interments; and an assembly area for special occasions, such as Memorial Day observances.

This makes the fourth time I've had the honor of serving as master of ceremonies at a Texas State Veterans Cemetery groundbreaking, and it may not be the last. Texas State Veterans Cemeteries already exist in Killeen, Mission and Abilene.

All VA burial benefits are available to Texans interred at our state veterans cemeteries. For more information, please call our toll free veterans hotline at 1-800-252-VETS (8387).

In May, construction got under way for the latest Texas State Veterans Home, located in Tyler. A large crowd of veterans and their supporters turned out for the groundbreaking ceremony.

We decided to do something very different with the Tyler home's design; you can learn the details in the story in this issue.

The new home is expected to open in the fall of 2011 and will be the eighth Texas State Veterans Home built in Texas since I authored the legislation creating the program in 1997.

State veterans homes and cemeteries are a wonderful way to honor those who've served our nation. I feel blessed to have helped in their creation.



Members

Jerry Patterson, Chairman

Alan Johnson, Member

Alan K. Sandersen, Member

Executive Secretary

Paul E. Moore

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Less Confusion, More Benefits from the Texas Veterans Commission

Texas veterans deserve to get the most from the benefits they've earned, and so the state of Texas created the Texas Veterans Commission as the official advocate for Texas veterans. Its mission is to be the most helpful place for Texas veterans to receive assistance with their state and federal benefits.

Highly trained benefits experts, most of whom are veterans, provide claims representation and counseling, employment services and education programs at over 140 Texas Veterans Commission offices. Accessing benefits can feel overwhelming. Between medical records, paperwork, appointments, and busy schedules, it can also feel like a hassle. The Texas Veterans Commission can help. It will manage the entire

process and get veterans and their families the benefits they deserve.

To start receiving assistance today, visit the Texas Veterans Commission website at www.tvc.state.tx.us.

Free College for Children of Texas Veterans

If you were living in Texas when you joined the military, your children may be able to get a free college education at a Texas public university. A recent change to the Hazlewood Act provides the option for veterans to pass their Hazlewood benefits to their children. To see if you and your children are eligible go to <http://www.tvc.state.tx.us/Hazlewood.html>. ☆

HONORING ALL WHO SERVED

"They went, they did not ask why—their country called
—and they were proud to serve."

NOVEMBER 11
Veterans Day

DECEMBER 7
*National Pearl
Harbor Day*

The VLB respectfully salutes all veterans and active duty service personnel around the world. On behalf of all Texans, thank you for your service and sacrifice.

VLB Breaks Ground for the Coastal Bend State Veterans Cemetery in Corpus Christi

After more than 12 inches of rain fell in the Corpus Christi area thanks to Hurricane Alex, the VLB was forced to postpone the groundbreaking ceremony for the Coastal Bend State Veterans Home that was originally scheduled for June 30. On Friday, July 23, the long-awaited ceremony took place at 10:00 a.m., with the sun shining between cloudbursts. The new cemetery will be built at the site on Carbon Plant Road at 10100 Interstate Highway 37 in Corpus Christi.

"Coastal Bend veterans have waited a long time for this and from the size of the crowd, I don't think they minded waiting another few weeks to make sure we have an event that honors them appropriately," said Texas Land Commissioner Jerry Patterson. Over 500 veterans and residents of Nueces County attended the event.

County Commissioner Betty Jean Longoria called the ceremony to order following a patriotic prelude by the Veterans Band of Corpus Christi. The National Anthem was led by Greg Mendoza and the Pledge of Allegiance was led by Hunter Adams. Capt. Alston Kirk, Chaplain, U.S. Navy (ret.) gave the invocation. Welcoming remarks were made by County Judge Loyd Neal and VLB Chairman Jerry Patterson presented the opening comments. Other honored guests who added their comments were U.S. Congressman Solomon Ortiz, State Representatives Abel Herrero, Solomon P. Ortiz, Jr., and Todd Hunter; Texas Senator Juan "Chuy" Hinojosa; Capt. Kathy Moore, U.S. Coast Guard; Capt. R. F. Pierson, NAS Corpus Christi; Brig. Gen. Karen S. Rankin, USAF (ret), Chairman, Texas Veterans Commission; Mayor Joe Adame, Mr. Ram Chavez, Nueces County Veterans Committee; Mr. Phil Gaarder, Flint Hills Resources; and Mr. Frank Salvas, U.S. Department of Veterans Affairs.

With an ultimate capacity for 31,500 burials, the cemetery will feature a design specially created for the Coastal Bend area. A unique bird's-eye view of the cemetery will be seen from a highway flyover dedicated to Texas veterans and constructed by the Texas Department of Transportation. The site was donated by Flint Hills Resources and submitted by Nueces County. Construction



VLB Chairman Jerry Patterson speaks to over 700 veterans at the recent groundbreaking ceremony for the new state veterans cemetery.

is expected to take about 18 months. Since taking office in 2003, Patterson has overseen the construction of the state's first three state veterans cemeteries, which were built in Killeen, Mission and Abilene. These state cemeteries complement the four VA national cemeteries in Texas, located in San Antonio, Houston, Dallas-Ft. Worth, and El Paso. There are no known plans for additional national cemeteries in Texas.

"The Coastal Bend State Veterans Cemetery will be a superb final resting place for our Texas veterans," Patterson said. "It will be a lasting memorial to the men and women who serve our nation. We pledge to keep it immaculate, as befits a place of honor." Eligibility for interment at a Texas State Veterans Cemetery is determined by VA regulations and can be reviewed at the VA website at www.cem.va.gov/eligible.htm, or by calling the VA's toll-free burial benefits at 1-800-827-1000. The spouse, unmarried surviving spouse, or dependent children of an eligible veteran are also eligible under current VA regulations. For information about any state veterans cemetery, call the VLB toll-free at 1-800-252-VETS (8387) or visit the website at www.texasveterans.com. ☆

News from the Texas State Veterans Cemeteries

Memorial Day ceremonies at the Killeen, Abilene and Mission state veterans cemeteries included 750 veterans at Killeen, 400 veterans at Abilene and 250 veterans at Mission. Wreath laying ceremonies were part of the commemoration events. In addition, local scouts joined veterans on Memorial Day at the Texas State Veterans Cemetery in Abilene to place American flags at each headstone. They were joined by Chapter 36, DAV and Marshall Scott Jamar Post 612 American Legion. Flags were donated by the Hamil Family Funeral Home, DAV Chapter 36, and the Dyess Air force Base Chiefs Group. ☆



Patriot Guard riders honor deceased veterans at veterans cemetery in Abilene.



Memorial Day in Killeen. (L-R) LTC Tim Karcher, U.S. Army; LTC Reese Hutcherson, U.S. Army (ret); Joe Wolf, Knights of Columbus; MGen Wm. F. Grimsley, Dep. Commanding General, III Corps; Killeen Mayor Timothy L. Hancock; Patrick Turck, President, Central Texas Fallen Heroes Memorial and local radio personality Joe Lombardi.

Texas State Veterans Homes News



1 (L-R) Gail Newton, Evelyn Miller, Rebecca Hollar, John Glancy, Brenda Stubblefield, Charles Herrera, Pam Pruitt and Ruben Balle.



2 Willard Janssen and Salvador Calderon won medals during the Senior Olympics.



3 Residents Richard Rees (L) and Alvin Lorke (R) enjoy one of the antique cars displayed at the home.



4 Pearl Harbor veterans Ben Russell (L) and Albert Kamenicky at the Wm. R. Courtney home in Temple.



5 State veterans home director Ron White delivered the keynote speech at the Flag Day ceremony in Temple.



6 (L-R) Joe Gandy, Don Higgins, Chris Buck, Trisha Davis and Christine Crabtree.



7 Motorcycle riders on the Vietnam Veterans Memorial Highway.



8 Resident Dick Grunert takes a swing at the piñata while other residents watch the fun.

1 Texas Rural Letter Carriers donated six large containers of personal items to the residents in Floresville. Their act of patriotism, generosity and gratitude pleased the residents greatly. "We are able to enjoy the freedoms of our great country due to the sacrifices made by these veterans. We can never repay them for their service to our country," said Pamela Pruitt, Auxiliary Executive Board representative for the Letter Carriers. ☆

2 The Frank Tejada State Veterans Home in Floresville sponsored the Senior Olympics at the home to celebrate Nursing Home Week. Residents Willard Janssen and Salvador Calderon won gold, silver and bronze medals for their basketball, sharpshooting, golf, bowling, cavalry shoes, roping and cow chip toss. ☆

3 Residents of the Frank Tejada State Veterans Home in Floresville enjoyed an antique car show. The Wilson County Car Club displayed the cars at the home. ☆

4 WWII and Korean War uniforms were displayed along with photographs from Pearl Harbor as part of the Memorial Day activities at the William R. Courtney State Veterans Home in Temple. ☆

5 State veterans home director Ron White delivered the keynote speech at the Flag Day ceremony in Temple hosted by the SPJST. Temple Mayor Bill Jones said "Let us remember with devotion that the flag we love and honor is the flag of freedom." ☆

6 Veterans from Amarillo College raised almost \$600 toward a "lift to stand" mechanical lift for the residents at the Ussery-Roan home in Amarillo. ☆

7 100 riders completed the entire length of Texas Hwy 83, the Vietnam Veterans Memorial Highway. For the second year of this event, the riders visited with the residents at the Alfredo Gonzalez home in McAllen. ☆

8 Bonham residents celebrated Cinco de Mayo with ice cream and a piñata party on the patio. ☆

more news

Ruth Moore Waterman recently celebrated her 106th birthday. Waterman, a life-long resident of North Texas, is the widow of U.S. Army WWII veteran Frank C. Waterman of Durant, Oklahoma. Now a resident of the Clyde W. Cosper state veterans home in Bonham, she celebrated her birthday with a hamburger cook-out at the home. ☆

At the third annual military ball on April 30, residents of the Alfredo Gonzalez home paid special tribute to the women who served in uniform during WWII. There are currently six women veterans living at the home in McAllen. ☆

In April, over 100 members of the community visited the Lamun-Lusk-Sanchez veterans home in Big Spring during an open house. Residents and visitors shared a hot dog picnic and live country western music. ☆

Work Begins on Veterans Home in Tyler

Continued from Page 1

small, cottage-like setting. The Smith County home will consist of 10 cottages and one common building. This design focuses on drawing residents into social connections, mixing the best communal aspects of a home while still maintaining privacy and independence for residents.

An open kitchen, dining room and large table are at the heart of each of the 10 cottages. Family-style meals will be served at the table and residents can enjoy each other's company in the large living room with a fireplace. "The kitchen is the heart of any home and this new home takes that into account with meals prepared in each cottage," Patterson said. Instead of one large, hospital-like facility, this home will consist of a cluster of small cottages to promote a family lifestyle. A total of 10 private rooms, each with its own bathroom, will be set up as "non-lift" facilities, where overhead tracks with slings in each resident's room will provide safe transport of non-ambulatory residents from bed to bath to chair. "If this sounds like the Cadillac of long-term care, it's because that's exactly what it will be," Patterson said. "Texas veterans deserve nothing less than the best we can provide."

The new home will join seven others across the state in Amarillo, Big Spring, Bonham, El Paso, Floresville, McAllen and Temple. Texas State Veterans Homes offer a broad spectrum of health care services, comprehensive rehabilitation programs, special diets, recreational activities, social services, libraries, and certified, secured Alzheimer's units, each with its own secured outdoor courtyard.

For additional information on Texas State Veterans Homes and special home, land, and home improvement loans for Texas veterans, please call toll-free 1-800-252-VETS (8387) or visit our website at www.texasveterans.com. ☆

WHERE HONOR LIVES *Texas State Veterans Homes*

- ☆ **Affordable long-term care**
- ☆ **Exclusively for Texas veterans and their spouses and Gold Star parents**
- ☆ **Medicare and Medicaid certified**
- ☆ **Certified Alzheimer's Unit with beautifully landscaped, secured courtyard**
- ☆ **Clean, caring, family environment**
- ☆ **Certified by the State of Texas (Department of Aging and Disability Services)**
- ☆ **Owned by the VLB in partnership with the VA**
- ☆ **Professional, highly trained staff**
- ☆ **Skilled nursing facility**

AMARILLO ☆ BIG SPRING ☆ BONHAM
EL PASO ☆ FLORESVILLE ☆ MCALLEN ☆ TEMPLE
COMING TO TYLER IN 2011

About Camp Fannin

The new state veterans home in Tyler will be built near the historic ruins of Camp Fannin, a World War II-era U. S. Army training camp.

Some of the future residents of the home are expected to have been among the vast number of young soldiers who received basic training at Camp Fannin that prepared them for action in World War II. When the home opens, residents and visitors will have access to period photographs, training films, maps and digital copies of many of the Army Technical and Field Manuals actually used at Camp Fannin. There will also be an interpretive historical wall display in the entrance foyer of the new facility.

Beginning in early 1942, the federal government began acquiring land northeast of Tyler for an Army post that would become Camp Fannin. By late summer of 1943, a Prisoner of War (POW) camp had been activated at Camp Fannin.

More than 200,000 young Americans became Army Infantry Replacements at Camp Fannin between May 1943 and December 1945. Many became casualties. It is probable that at least 5,600 soldiers who trained at Camp Fannin made the supreme sacrifice, losing their lives while serving their country.

A Women's Army Corps (WAC) detachment was based at Camp Fannin during 1944 and the camp became a separation

point following the end of the war. The Prisoner of War camp was deactivated in May 1946, and the remainder of the camp was deactivated the following month. Many of the buildings were purchased and moved or disassembled for building materials for repurposing as classrooms or utility buildings for public school and college campuses throughout a broad swath of eastern and central Texas.

With the opening of the Texas State Veterans Home in Tyler, Camp Fannin will once again take its rightful place in Texas military history as the home of many of the Greatest Generation, some of whom may have begun their military service nearby. ☆



Typical barracks at Camp Fannin.

Veterans Day is More Than a Day Off of Work

By Jerry Patterson, Commissioner of the Texas General Land Office

These are troubled times. At home, adrift in endless stories of buyouts, bailouts and burgeoning government spending, some Americans have let slip from their consciousness the fact that men and women are risking their lives in service to this country everyday.

After all, Afghanistan and Iraq are on the other side of the globe. We've been there for eight years—longer than World War I and II combined. There's little live coverage and the troops don't produce scandal or intrigue. Surely, someone else is paying attention; perhaps a relative or loved one. And the news media will let us know if something important happens, right?

Not likely. The war in Afghanistan has been pushed to the back pages, only to be mentioned when the debate over troop levels becomes a political football.

The simple fact is replacing tyranny with freedom through military force is a long, tedious process—even without an ongoing and deadly insurgency. We found that out in Germany, where the occupation after World War II took the better part of 10 years. United States occupation of post-war Japan was not complete until 1952. The U.S. still maintains 47,000 troops in Japan, by invitation, more than 60 years later. That's about half the number of U.S. troops trying to stabilize Afghanistan.

The fact we don't see more media coverage about our Armed Forces in Afghanistan, or anywhere else in the world for that matter, is no excuse for our inattentiveness.

Veterans Day is more than a day off of work or a chance to buy a cheap TV.

Veterans Day is the one day a year when Americans can atone for all those other days we fail to keep our Armed Forces in mind—despite continuing to sleep under the very blanket of

freedom they provide.

On Memorial Day, we remember the fallen. Today, we remember the living.

Today, take a moment to thank that veteran who works in the next cubicle, or serving your lunch. Send an e-mail to that cousin just back from Iraq and thank him for doing the job we couldn't or didn't want to do. Stop by a veteran's home, or military hospital, and ask to spend some time with that elderly veteran who helped save the world in 1944.

If you happen to be our President, do your part by giving our soldiers, sailors, airmen and Marines whatever support they need to complete their mission—including more troops.

Here in Texas, actions speak louder than words. Texans show their support by providing our veterans with benefits unmatched anywhere in the nation. In Texas, veterans enjoy the support of an array of veterans' agencies and programs, from free parking, to special below-market loans for land or home purchases. Texas veterans have access to first-class, long-term care facilities at the Texas state veterans homes and a dignified final resting place at state-owned veterans cemeteries. I am fortunate to oversee many of these benefits here at the VLB.

These benefits are due to not only those who risked their lives, but all veterans who were willing to step forward to serve our nation in whatever capacity they could.

On Veterans Day, we should not only thank a veteran, but be thankful that there are such men and women.

Jerry Patterson is a former State Senator, Vietnam Veteran and retired Marine Lt. Colonel.

From the Editor

Error in last issue: We apologize for incorrectly identifying the two top VLB lenders in the last issue. The top photograph is Jimmy Alexander and the bottom photograph is Pat Fitzgerald. ☆

VLB Chairman Jerry Patterson was the keynote speaker at the Memorial Day Program at the National Museum of the Pacific War in Fredericksburg. ☆

Visit the Virtual Vietnam Wall at www.virtualwall.org/iStates.htm. Select a state, then a city, then a name to display that person's photo and bio. ☆

Texas Lone Star Chapter of The Korean War Veterans hosted the 60th anniversary

commemoration ceremony of the Korean War on the state Capitol grounds in Austin on June 25, 2010. ☆

From reader Gordon Adcock: "I very much enjoy reading the "Voice" and reviewing your veterans' services. Please update my address to continue my subscription." ☆

VA opens new clinic in Richmond/Rosenberg: Ribbon cutting was May 14, 2010 at 22001 Southwest Freeway, Suite 200, Richmond, Texas. For information, call the VA Telecare Hotline at 800-639-5137. ☆

From reader Gy/Sgt Marvin Bush, USMC (Ret.): "I just received my Spring 2010 Veterans Voice and think that it is great that

the VLB sends these to the veterans in Texas. I found a lot of information that veterans would never know about otherwise. Keep up the good work." ☆

From reader Fred Bean: "I enjoy and appreciate receiving the Veterans Voice. I am thankful there are people who are looking out for honoring our veterans." ☆

Social Security benefits for veterans with active duty service between January 1957 and December 31, 2001: You may qualify for a higher payment. You must take your DD-214 to a Social Security office and you must request the benefit, it is not automatic. Find information at www.ssa.gov/retire2/military.htm. ☆

VLB Continues to Host Benefits Fairs Across Texas



Veterans find out about their benefits at the fair in Irving.

Hosted by the VLB and the Texas Veterans Commission, these benefits fairs will offer information and assistance on veterans loan programs, state veterans homes and cemeteries, VA benefits and assistance with VA claims. If you want to discuss a VA claim, please bring your file or claim number to the fair. Representatives from the Social Security Administration and the Small

Business Administration will also be available at most of the fairs. Texas State Veterans Homes nursing staff members will provide free health screenings on-site.

In 2009, thousands of veterans attended the 10 benefits fairs around the state. Parking and admission is always free and everyone is welcome to attend. Drawings for door prizes continue throughout the three-hour event.

All the benefits fairs are come-and-go with continuous programs, and will begin at 10:00 a.m. and remain open through 1:00 p.m. for your convenience. Please call toll-free 1-800-252-VETS (8387) or visit www.texasveterans.com for complete information on these benefits fairs. ☆

Upcoming Benefits Fairs

OCTOBER 16

McAllen

McAllen Convention Center

OCTOBER 30

Corpus Christi

Solomon Ortiz International Center

Plan to Attend a Benefits Fair Near You!

Participate in Voices of Veterans Oral History Program

Hundreds of Texas veterans have already participated in the Voices of Veterans Oral History Program, sharing their vivid memories of the roles they played in past conflicts.

The Voices of Veterans Oral History Program seeks to record the stories of Texas veterans and archive the transcripts in the Office of Veterans Records for future researchers, historians, genealogists and the general public. Every veteran has a story to tell, and this program will ensure these stories of courage and service can inspire Texans for generations to come.

Any veteran interested in including his or her story in the Voices of Veterans Program should contact the VLB at 1-800-252-VETS (8387), or send an e-mail to vlbinfo@glo.state.tx.us. Oral history in-

terviews can be conducted in person at the VLB in Austin, or by telephone from anywhere in Texas. Interviews usually last from one to two hours. ☆



www.voicesofveterans.com

VLB Offers Wide Range of Veterans Benefits

Low-interest, long-term loans for land, homes and home improvements:

- ★ \$80,000 land loans, 30-year, fixed-rate, minimum one acre
- ★ Up to \$325,000 for purchase of a primary residence, 15- or 30-year fixed rate terms
- ★ Up to \$25,000 for 20-year term for home improvements, no down payment

Dignified places of rest for Texas veterans, their spouses and dependent children at Texas State Veterans Cemeteries

- ★ Abilene
- ★ Killeen
- ★ Mission
- ★ Construction is underway at the Corpus Christi site

Affordable, long-term nursing care facilities exclusively for Texas veterans, their spouses and Gold Star parents at Texas State Veterans Homes

Amarillo ★ Big Spring ★ Bonham ★ El Paso ★ Floresville ★ McAllen ★ Temple

Coming to Tyler in 2011



TEXAS VETERANS LAND BOARD
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P.O. BOX 12873
AUSTIN, TEXAS 78711-2873

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The New VLB

The Texas Veterans Land Board has a new look and feel! After 64 years, the VLB is undergoing a “rebranding” effort to bring it in line with modern corporate practices regarding branding and marketing. A new logo and new slogan are the most visible signs of this change, both of which will be featured prominently on a new website and in a new ad campaign to run on Texas TV and radio stations this fall.

The VLB will continue to provide the same great benefits and outstanding customer service for Texas veterans, but the new brand helps modernize and simplify its presentation to the public. Like IBM, NBC and other well-known corporations, using the initials of the Veterans Land Board as a corporate-like brand will make the agency more identifiable and help to dispel confusion that our benefits are limited only to “land.”

A little more than a year ago, the agency surveyed Texas veterans and learned some sobering statistics. The VLB has been serving our veterans since 1946, but only 8.7 percent of those surveyed could provide the name of the board without prompting, even though they are veterans eligible for VLB benefits.



SERVING TEXAS VETERANS
for life

Look for the new website on October 1 at www.texasveterans.com and watch for the new VLB commercial beginning in November. The campaign will also include another first for the veterans agency—the use of social media. A new Facebook and Twitter page will help carry the new slogan, “VLB. Serving Texas Veterans. For Life.”

With a new appearance, the VLB is ready to continue its mission of providing all Texas veterans with the best benefits in the nation.

WANT A VLB SPEAKER?

If you would like to feature a VLB speaker at your organization’s next meeting, call toll-free 1-800-252-VETS (8387) or contact a VLB representative near you. To find a representative in your area, visit our website at www.texasveterans.com and click on “General Information,” then select “Outreach Marketing Offices.”